

# MEET ROBB (Two B's, If You Please) THOMAS

He might offer you another explanation, but to his sponsors those two "B's" mean Big Business.



Popular music, personality interviews, frequent news and sports reports and pleasant chatter about Milwaukee events—that's the "R.T." formula on Robb's mid-morning "Record Shop" and late afternoon "1340 Club." Milwaukee loves it, loves WEMP's round-the-clock disc-jockey personalities.

And so do these national advertisers:  
Oxydol, Swan's Down, Omar Baking, Mautz Paint, Robert Hall, Wonder Bread, Household Finance, Halo Shampoo, Nesbitt, Howard Johnson's, Musterole, Blutone Fuel Oil and others.

Join them and find out how WEMP delivers up to twice the Milwaukee audience per dollar of Milwaukee network stations.\* Call Headley-Reed!

\*Based on latest available Pulse ratings and SRDS rates.

## WEMP WEMP-FM MILWAUKEE

HUGH BOICE, JR., Gen. Mgr.  
HEADLEY-REED, Natl. Rep.

### 24 HOURS OF MUSIC, NEWS, SPORTS

## OPEN MIKE

### Reprint Demand

#### EDITOR:

Thank you very much for your reprint on what experts think about color television production [B•T, March 1].

Would appreciate very much a couple of more reprints to send to some of our clients.

*Ralph Kaufman, Radio & Tv  
Dir.  
Kircher, Helton & Collett Inc.  
Dayton, Ohio*

### Five Minute Shorts

#### EDITOR:

To disqualify any claim that "Capsule Mysteries" is the only five-minute dramatic feature on the air, I am enclosing for your attention a reprint of an article that appeared in *Time* magazine Jan. 7, 1952, showing that The Tee-vee Company was already on the air with five-minute shows, packaged two to a quarter-hour. . . . We are in over 60 cities at the present time. . . .

*Marc Frederic, Gen. Mgr.  
The Teevee Company  
Beverly Hills, Calif.*

#### EDITOR:

. . . I thought it would be of historical interest for you to know that we were the originators of the idea three years ago when we finished 13 five-minute short shorts under the format "And the Postman Rings." . . .

*Albert J. Amateau  
Cinema Service Bureau  
Institute of Foreign Languages  
Hollywood, Calif.*

### High on Hi-Fi

#### EDITOR:

The hi-fi editorial [March 22], like most everything you do, is extremely gratifying.

Many thanks to you and to the skillful writer who has managed to put in a few well-chosen words the essence of the way we ourselves think about hi-fi broadcasting and the Fair.

*M. Robert Rogers, President  
WGMS Washington, D. C.*

### More on McCarthy

#### EDITOR:

I've just finished reading your articles and editorials on the McCarthy-broadcaster affair and would like to commend you for your clear presentation of the case. I intend to use the material in my journalism class at Carroll College, where I teach a survey course in general concepts and practices of journalism. . . .

*Patrick E. Lee, Prog. Dir.  
KCAP Helena, Mont.*

#### EDITOR:

In reference to your March 15 issue, I am sure you will receive many compliments because of your intensive treatment of Mr. Murrow's broadcast. I am sure you won't mind receiving one letter that does not agree with your program.

Unlike Mr. Murrow, I cannot claim great learning. (He has five degrees?) It may be because of my lack of learning that I do not fall into a trance, froth at the mouth and obey the press when they call for hoots, howls and tar and feathers.

You see, I am worried by the fact that the

press has at last successfully stopped our government. The Communists have much to learn. I would never have believed it possible. The McCarthy fracas would have dropped by its own weight, years ago, but for the press. Why has the press worked so hard to keep McCarthy where he is? No, I do not believe the press only reports the news. I have known enough newsmen to know that they know they can make the news—and do when they feel it is to their advantage. . . .

*O. J. Hockley  
Vashon, Wash.*

### Still in Omaha

#### EDITOR:

On Page 38 of the March 15 edition you referred to me as "General Manager, WTIK New Orleans." This was a mistake which came about through no fault of your own. The original letter you were referring to in the story was written about WTIK, but was on KOWH stationery, and I signed as general manager of KOWH.

I am executive vice president of the Mid-Continent Broadcasting Co., which operates KOWH Omaha and WTIK New Orleans. George W. (Bud) Armstrong is general manager of WTIK New Orleans.

*Todd Storz, General Manager  
KOWH Omaha, Neb.*

### Plaudit from Pullman

#### EDITOR:

We at KOFE and our local advertisers were very happy to see the complete listing of the winners of BAB's "Radio Gets Results" contest in this week's B•T [Feb. 22] with KOFE included as a winner in the apparel classification.

The opportunity to show both cooperative and recalcitrant businesses the results of such a highly regarded industry promotion, reported in B•T, is terrific sales ammunition, especially in a small town such as ours, where there is a strong tendency on the part of an unfortunately large percentage of businessmen to regard anything local as inferior to efforts from larger population centers. The lift and prestige made possible by the B•T report are incalculable. . . .

*John Puckett,  
Commercial Manager,  
KOFE Pullman, Wash.*

### Color Fan

#### EDITOR:

My wife and I witnessed the color telecast of the NBC opera "Taming of the Shrew," here in Washington.

We were tremendously impressed by the beauty and quality of the color. There were times when some of the colors seemed a little faded or washed out, but most of the time they were of great beauty. We did not sit up close to the set, yet we were not at all bothered by the small size of the screen. Everything came through so clearly and so well that we could just as well have been watching a 21-incher. In particular, we were struck by the fidelity of the skin tones. . . . Not once during the hour-and-a-half telecast was it necessary for anyone to adjust the set. . . .

I now know why those who have seen color say that it is beautiful and should receive quick acceptance by the public.

*Robert N. Greene  
Washington, D. C.*